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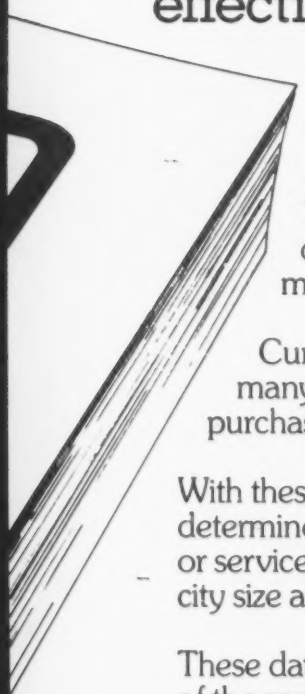
NATIONAL YELLOW PAGES ADVERTISING

1987 FACT BOOK

P-12
Simmons
1986 STUDY OF MEDIA & MARKETS
Direct Mail & Other In-Home Shopping, Yellow Pages, Florists, Telegrams & Greeting Cards
Direct Mail & Other In-Home Shopping, Yellow Pages, Florists, Telegrams & Greeting Cards

THE SURVEYS

How they can help advertisers and agencies make advertising programs produce more effective results.



The information contained in this brochure was compiled over the last several years from independent research studies. In 1978, the source was Target Group Index (TGI), a respected national syndicated research service. The 1979, 1980, 1981, 1982, 1983, 1984, 1985, and 1986 studies were conducted by the Simmons Market Research Bureau (SMRB) after it merged with Target Group Index.

Current and previous reports provide the latest information available on how many and how often people use the Yellow Pages when considering the purchase of more than 300 different types of products and services.

With these data, your NYPSA Authorized Selling Representative can help you determine just who refers to the Yellow Pages when considering the specific products or services you have to sell...where your prospects are located by sex, age, income, city size and media usage.

These data are available to you now in the TGI and SMRB studies, or through any of the computer time-sharing services supporting the current full SMRB data base. Your NYPSA Authorized Selling Representative can help you find the facts quickly and easily.

This is just one example of how National Yellow Pages advertising can help you reach the prospects you want, when they're ready to buy.

1986 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES USAGE OF 44 PRODUCTS AND SERVICES

Referred to Yellow Pages when Considering Purchase (000)

PRODUCT/SERVICE	For Personal Use			For Business Use			For Any Use (Net)		
	Adults (000)	Men (000)	Women (000)	Adults (000)	Men (000)	Women (000)	Adults (000)	Men (000)	Women (000)
Adding a Room (except greenhouse)	1,758	915	843	250**	125**	125**	1,945	1,007	938
Addition to Home, Greenhouse	1,794	865	929	399*	244**	155**	1,897	908	989
Airlines, Domestic Scheduled	14,165	6,096	8,069	2,561	1,420	1,141	15,594	6,838	8,756
Automatic Dishwasher	1,814	842	972	237**	41**	196**	1,977	883	1,094
Automatic Washing Machine (separate)	2,770	1,308	1,462	283**	164**	119**	3,031	1,472	1,559
Automobile, New	6,275	3,880	2,395	471	274*	197**	6,590	4,062	2,528
Car Radio (separate from car)	1,509	961	548	122**	99**	23**	1,581	1,033	548
Car Rental	5,317	2,842	2,475	1,290	912	378*	6,293	3,532	2,761
Car Telephone	473	247	226	278**	238**	40**	724	481	243*
Car or Truck Parts (except tires)	14,597	9,165	5,432	1,890	1,321	569*	15,704	9,910	5,794
Carpeting, Wall-to-Wall or Room-Sized Rugs	3,622	1,518	2,104	305*	135**	170**	3,838	1,601	2,237
Chain Saw, Gas/Electric	1,579	1,087	492	183**	157**	26**	1,725	1,223	502*
Clothes Dryer (separate) Gas or Electric	2,910	1,337	1,573	383*	263**	120**	2,997	1,376	1,621
Computer Software	2,534	1,733	801	1,762	1,139	623	3,860	2,561	1,299
Copying Service/Quick Printing	3,096	1,311	1,785	2,693	1,212	1,482	5,400	2,347	3,053
Department Store Chains	21,724	8,911	12,813	1,047	588	459*	22,240	9,134	13,106
Dining or Living Room Furniture	3,286	1,288	1,998	297**	126**	171**	3,566	1,414	2,152
Discount Store Chains	10,926	4,866	6,060	987	550	437*	11,477	5,094	6,383
Floor Tile/Vinyl Flooring	3,595	1,438	2,157	526*	298*	228**	4,071	1,686	2,385
Hardware Store Chains	9,849	5,702	4,147	1,692	984	708	10,955	6,297	4,658
Health Care Facilities	7,027	2,442	4,585	909	206**	703	7,668	2,629	5,039
Home Burglar Alarm/ Lock System	809	293*	516*	177**	136**	41**	968	410*	558
Home Satellite Dish	1,105	718	387*	200**	102**	98**	1,304	820	484*
Hospital Equipment Rental/ Purchase	1,566	568	998	379*	111**	268**	1,893	648	1,245
Hotels/Motels	12,174	5,663	6,511	3,599	2,024	1,575	14,585	6,963	7,622
Material Handling Equipment	614	399*	215**	1,072	871	201**	1,613	1,215	398*
Motorcycles	2,456	1,863	593*	234**	146**	88**	2,671	1,990	681
Power Mower, Gas/Electric (walk behind)	2,374	1,430	944	65**	43**	22**	2,423	1,461	962
Restaurants, Cafeteria	11,754	5,380	6,374	1,476	905	571	12,198	5,594	6,604
Restaurants, Family	22,958	10,179	12,779	1,512	648	864	23,561	10,393	13,168
Restaurants, Fast Food/Drive-In	10,585	4,425	6,160	1,029	511*	518*	11,087	4,741	6,346
Restaurants, Other	15,527	6,512	9,015	2,219	1,061	1,157	16,594	7,047	9,547
Rodent & Pest Control Services	3,135	1,371	1,764	488*	301**	187**	3,583	1,672	1,911
Roofing	2,686	1,210	1,476	569*	396*	173**	3,140	1,516	1,624
Room Air Conditioner, Separate	1,182	618	564	194**	90**	104**	1,327	708	619
Snow Blower	868	569	299	51**	15**	36**	914	579	335*
Stove/Range, Electric or Gas	2,450	1,136	1,314	367*	222**	145**	2,750	1,318	1,432
Telephone Equipment Service	4,921	2,062	2,859	1,285	657	628*	5,896	2,601	3,295
Telephones, Fixed or Cordless	1,781	750	1,031	394*	144**	250**	2,135	890	1,245
Trailer/Van Rental	1,708	921	787	356*	189*	167**	2,050	1,100	950
Transmission Service	2,505	1,361	1,144	427*	349*	78**	2,738	1,558	1,180
Truck Rental	1,931	1,031	900	597	455*	142**	2,458	1,416	1,042
Video Cassette Tape/Disc Rental	5,616	2,881	2,735	461*	363**	98**	5,973	3,149	2,824
Video Cassette Tape/Disc Player Rental	2,770	1,285	1,485	343*	184**	159**	3,086	1,463	1,623

1986 SMRB Survey, Volume P-12, Pages 1-267

* Projections relatively unstable because of small sample base — use with caution

** Number of cases too small for reliability — shown for consistency only

1986 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 17 PRODUCT AND SERVICE CATEGORIES

PRODUCT/SERVICE	*Referred to Yellow Pages when Considering Purchase/ Use (a) (000)*			*Participated in Purchase Decision (b) (000)*			*Potential Coverage of Decision Makers (c)*		
	Adults	**Men**	**Women**	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**
Adding a Room (except greenhouse)	1,945	1,007	938	2,504	1,314	1,190	78%	77%	79%
Airlines, Domestic Scheduled	15,594	6,838	8,756	28,133	13,079	15,054	55%	52%	58%
Automatic Dishwasher	1,977	883	1,094	2,503	873	1,630	79%	101%	67%
Automatic Washing Machine	3,030	1,472	1,560	6,932	2,593	4,339	44%	57%	36%
Automobile, New	6,590	4,062	2,528	10,892	5,561	5,331	61%	73%	47%
Car Rental	6,294	3,533	2,761	14,242	8,159	6,083	44%	43%	45%
Car Telephone	724	481	243	988	648	340	73%	74%	72%
Car or Truck Tires	7,695	5,186	2,509	43,891	29,125	14,766	18%	18%	17%
Clothes Dryer (separate) Gas or Electric	2,997	1,376	1,621	5,020	1,768	3,252	60%	78%	50%
Computer Software	3,859	2,561	1,298	9,286	5,084	4,202	42%	50%	31%
Home Burglar Alarm/Lock System	967	410	557	403	241	162	240%	170%	344%
Hotel/Motel (business use)	3,599	2,024	1,575	24,602	14,293	10,309	15%	14%	15%
Hotel/Motel (personal use)	12,174	5,663	6,511	63,166	29,500	33,666	19%	19%	19%
Room Air Conditioner, Separate	1,327	708	619	931	331	600	143%	214%	103%
Stove/Range, Electric or Gas	2,750	1,318	1,432	3,250	1,326	1,924	85%	99%	74%
Transmission Service	2,738	1,558	1,180	19,981	11,338	8,643	14%	14%	14%
Video Cassette/Disc Rental	5,973	3,149	2,824	42,790	22,296	20,494	14%	14%	14%

FOOTNOTES: (a) 1986 SMRB, Volume P-12, Pages 1-267
(b) 1986 SMRB, Appropriate volumes or computer crosstab — details on request
(c) Persons Who Referred to Yellow Pages (a) expressed as % of persons involved in Purchase Decision (b)

1985 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 20 PRODUCT AND SERVICE CATEGORIES

PRODUCT/SERVICE	*Referred to Yellow Pages when Considering Purchase/Use (a) (000)* Adults	Men	Women	*Participated in Purchase Decision (b) (000)* Adults	Men	Women	*Potential Coverage of Decision Makers (c)* Adults	Men	Women
Automobiles, New	6,860	3,775	3,085	9,975	5,571	4,404	69%	68%	70%
Automotive Transmission Service	6,309	3,679	2,630	19,066	10,329	8,737	33%	36%	30%
Automotive Tune-Up Service	9,398	4,626	4,772	54,132	24,199	29,933	17%	19%	16%
Car Batteries	5,376	3,461	1,915	45,494	25,287	20,207	12%	14%	10%
Car Rental (Business Purpose)	3,719	2,099	1,620	7,068	5,018	2,051	53%	42%	79%
Home Freezers — Separate	870	490	381	1,282	605	678	68%	81%	56%
Hotels & Motels (Personal/Vacation)	13,006	6,367	6,639	62,718	29,394	33,324	21%	22%	20%
Hotels & Motels (Business Purpose)	5,764	3,166	2,599	25,472	15,429	10,044	23%	21%	26%
Life Insurance	3,097	1,719	1,377	11,028	5,909	5,119	28%	29%	27%
Loans/Real Estate Loans	3,766	1,885	1,881	20,332	10,823	9,509	19%	17%	20%
Microwave Ovens — Separate	2,179	1,164	1,016	12,367	6,359	6,008	18%	18%	17%
Paints, Exterior	3,362	1,831	1,531	10,029	6,458	3,571	34%	28%	43%
Paints, Interior	3,531	1,781	1,751	26,166	13,627	12,539	14%	13%	14%
Ranges, Electric or Gas	1,867	1,045	823	3,413	1,456	1,957	55%	72%	42%
Real Estate Agents/Brokers	4,444	2,068	2,376	4,323	2,281	2,042	103%	91%	116%
Room Air Purifiers	484	196	288	563	363	201	86%	54%	143%
Television	8,077	4,172	3,905	20,740	11,338	9,402	39%	37%	42%
Tires	10,612	6,433	4,179	42,558	28,331	14,227	25%	23%	29%
TV Video Games	2,227	965	1,262	30,995	14,739	16,257	7%	7%	8%
Washers & Dryers	5,471	2,322	3,149	8,731	3,648	5,084	63%	64%	62%

FOOTNOTES:

(a) 1985 SMRB, Volume P-12, Pages 1-279

(b) 1985 SMRB, Appropriate volumes or on-line crosstab — details on request

(c) Persons who referred to Yellow Pages, expressed as % of persons involved in purchase decision.

NATIONAL YELLOW PAGES BUSINESS/INDUSTRIAL USAGE

	Professional/ Managerial	Clerical/ Sales	Foreman/ Craftsman	Others
	Adults (000)	Adults (000)	Adults (000)	Adults (000)
Population	26,470	31,679	12,857	31,060
Used at All	18,523	20,166	7,152	14,679
Car Rental	1,379	1,138	235*	461*
Advertising Agencies/Counselors	580	688*	102**	321**
Computer Systems	895	562*	115**	194**
Delivery Service	818	1,364	364*	690
Engines — Diesel	330*	184**	131**	213**
Engines — Gasoline	278**	316**	270**	258**
Equipment Leasing	762	467*	323*	325*
Heavy Hauling, Trucking/Motor Freight	492*	497*	269*	343*
Hotels/Motels	1,992	1,610	317*	762
Industrial Distributors	911	444*	234*	397*
Insurance Companies	774	1,022	360*	827
Office Equipment/Supplies	1,824	1,923	366*	629
Real Estate Agents/Brokers	595	582*	163**	435*
Temporary Office Help	290*	486*	49**	100**
Trucks & Vans	477*	274*	61**	206**
TOTAL USES (000)	12,397	11,557	3,359	6,161

*Projection relatively unstable because of small sample

**Number of cases too small for reliability

1985 SMRB Survey, Volume P-12

1985 SMRB* STUDY

*Simmons Market Research Bureau

ADDITIONAL NATIONAL YELLOW PAGES USAGE OF SELECTED PRODUCTS AND SERVICES

Referred to Yellow Pages when Considering Purchase (000)

	Adults	Men	Women
Airline Tickets	18,189	8,347	9,842
Appliances — Repair & Service	22,354	10,106	12,249
Automobile Front End Alignment	4,940	2,678	1,762
Car Leasing	3,381	1,778	1,604
Heat Pumps/Home Cooling & Heating	3,440	1,764	1,675
Home Computers (Not Calculators or Video Games)	2,734	1,483	1,251
Home Furniture	6,736	2,148	3,988
Home Insulation	1,542	910	633
Insurance — Automobile	13,405	6,814	6,591
Insurance — Home	4,538	2,242	2,296
Lawyers	7,447	3,536	3,912
Moving & Storage	3,942	1,660	2,264
Outboard Motors	1,483	1,164	319
Swimming Pool Equipment & Supplies	2,656	1,457	1,200
Trucks & Vans — New	1,178	789	390

1985 SMRB Survey. Volume P-12. Pages 1-279

1984 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 15 PRODUCT AND SERVICE CATEGORIES

	Referred to Yellow Pages when Considering Purchase/ Use (a) (000)			*Participated in Purchase Decision (b) (000)*			*Potential Coverage of Decision Makers (c)*		
PRODUCT/SERVICE	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**
Automobile – New	6,369	3,661	2,709	9,219	5,267	3,953	69%	70%	69%
Automobile Transmission	7,195	3,905	3,290	20,253	10,561	9,692	36%	37%	34%
Car Batteries	5,153	3,093	2,060	47,117	25,371	21,746	11%	12%	9%
Car Rental (b)	2,976	1,958	1,018	7,315	5,296	2,020	41%	37%	50%
Electric or Gas Ranges	2,423	1,124	1,298	3,787	1,428	2,359	64%	79%	55%
Home Freezers (Separate)	1,299	685	614	1,257	534	723	103%	128%	85%
Microwave Ovens (Separate)	2,013	987	1,026	10,158	4,877	5,281	20%	20%	19%
Paints (Interior)	3,575	1,858	1,717	26,230	13,422	12,809	14%	14%	13%
Paints & Stains (Exterior)	3,894	2,393	1,501	9,322	6,130	3,192	42%	39%	47%
Recliner	1,165	648	517	4,069	1,784	2,285	29%	36%	23%
Room Air Purifiers	535	265	270	899	302	597	60%	88%	45%
Television	8,123	3,981	4,142	20,340	10,622	9,718	40%	37%	43%
Television Video Games	2,460	1,222	1,237	17,388	7,338	10,050	14%	17%	12%
Tires	10,805	7,324	3,481	39,756	28,900	10,692	27%	25%	32%
Washer and Dryer	5,296	2,325	2,971	7,701	3,082	4,619	69%	75%	64%

FOOTNOTES:

(a) 1984 SMRB, Volume P-12, Pages 1-272

(b) 1984 SMRB, Appropriate volumes or IMS crosstab – details on request

(c) Persons who referred to Yellow Pages when considering purchase, expressed as % of persons involved in purchase decision

NATIONAL YELLOW PAGES BUSINESS/INDUSTRIAL USAGE

	Professional/ Managerial	**Clerical/ Sales**	**Foreman/ Craftsman**	**Others**
	Adults (000)	**Adults (000)**	**Adults (000)**	**Adults (000)**
Population	25,845	30,895	12,629	31,031
Used at All	17,465	20,950	6,451	14,120
Ad Agencies & Counselors	530*	470*	281*	252*
Airline Tickets	1,864	1,901	343*	723
Computer Systems	757	656	127**	165**
Contractors Equip. & Supplies	1,076	804	564	535*
Employee Benefit Plans	367*	294	123**	249**
Engines, Diesel	234**	119**	93**	210**
Engines, Gasoline	137**	145**	244**	229**
Heavy Hauling	318*	492*	156**	298**
Hotels/Motels	1,480	1,601	305*	665
Industrial Distributors	680	651	367*	366*
Insurance Companies	953	1,018	314*	570
Real Estate Agents/Brokers	611	573	226**	334*
Temporary Office Help	258*	394*	49**	183**
Trucks & Vans	279*	323*	268**	227**
TOTAL USES (000)	9,544	9,441	3,460	5,006

*Projection relatively unstable because of small sample

**Number of cases too small for reliability—shown for consistency only

1984 SMRB Survey, Volume P-12

1984 SMRB* STUDY

*Simmons Market Research Bureau

ADDITIONAL NATIONAL YELLOW PAGES USAGE OF SELECTED PRODUCTS AND SERVICES

Referred to Yellow Pages when Considering Purchase (000)

	Adults	Men	Women
Airline Tickets	18,521	8,661	9,860
Appliances – Repairs & Services	20,870	9,508	11,363
Auto Frontend Alignment	5,490	3,102	2,388
Auto Tune-up Service	9,441	5,218	4,223
Car Leasing	3,400	1,710	1,690
Home Computers	2,965	1,828	1,137
Home Insulation	1,411	765	645
Hotels/Motels	12,356	5,965	6,391
Insurance, Auto	14,230	7,339	6,891
Insurance, Home	5,405	2,734	2,670
Insurance, Life	3,125	1,490	1,635
Lawn Fertilizer Service	2,259	1,221	1,039
Moving and Storage	3,711	1,654	2,057
Nurses (Temporary)	1,149	506	644
Outboard Motors	1,208	788	420
Real Estate Agents/Brokers	5,425	2,667	2,758
Swimming Pool Equipment & Supplies	2,842	1,210	1,632
Trucks & Vans, New	1,490	956	534

1984 SMRB Survey, Volume P-12, Pages 1-272

1983 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 21 PRODUCT AND SERVICE CATEGORIES

	Referred to Yellow Pages when Considering Purchase/ Use (a) (000)			*Participated in Purchase Decision (b) (000)*			*Potential Coverage of Decision Makers (c)*		
PRODUCT/SERVICE	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**
Automobiles, New	7,147	4,408	2,740	8,735	4,927	3,808	82%	89%	72%
Automotive Transmission & Service	14,414	7,942	6,472	19,825	10,683	9,142	73%	74%	71%
Cameras	4,276	2,528	1,749	25,543	12,252	13,291	17%	21%	13%
Car Batteries	6,140	3,695	2,446	46,052	25,977	20,075	13%	14%	12%
Car Rental	5,895	2,857	3,039	9,877	6,245	3,632	60%	46%	84%
Electronic Calculators	1,156	777	380	6,498	2,314	4,185	18%	34%	9%
Games & Toys	6,680	2,092	4,588	80,359	33,083	47,276	8%	6%	10%
Gasoline & Diesel Fuel	3,093	1,759	1,335	129,309	65,698	63,341	2%	3%	2%
House Paint	6,322	3,473	2,849	30,059	16,129	13,930	21%	22%	20%
Insurance, Life	2,955	1,537	1,418	11,477	5,947	5,530	26%	26%	26%
Motor Oil	1,900	1,256	644	109,448	61,854	47,594	2%	2%	1%
Power Garden & Workshop Equipment & Hand Tools	6,577	4,475	2,102	12,389	8,812	3,577	53%	51%	59%
Recliner Chairs	1,019	481	538	5,039	2,357	2,682	20%	20%	20%
Refrigerators	3,937	1,791	2,146	6,972	3,042	3,930	56%	59%	55%
Securities & Investments	2,453	1,324	1,129	21,820	11,878	9,942	11%	11%	11%
Separate Room Air Conditioners	796	412	384	3,113	1,399	1,714	26%	29%	22%
Spark Plugs	2,070	1,409	660	64,647	38,352	26,295	3%	4%	3%
Tires	13,655	8,274	5,380	42,543	28,781	13,762	32%	29%	39%
TV Video Games	3,875	1,867	2,008	15,717	6,677	9,040	25%	28%	22%
Vacuum Cleaners	4,039	1,589	2,450	8,607	4,076	4,531	47%	39%	54%
Water Purifiers or Filters	1,334	674	659	1,122	520	602	119%	130%	109%

FOOTNOTES:

(a) 1983 SMRB, Volume P-12

(b) 1983 SMRB, Appropriate volumes or IMS Crosstab —details on request

(c) Persons who referred to Yellow Pages when considering purchase, expressed as % of persons involved in purchase decision

NATIONAL YELLOW PAGES BUSINESS/INDUSTRIAL USAGE

	Professional/ Managerial	**Clerical/ Sales**	**Foreman/ Craftsman**	**Others**
	Adults (000)	**Adults (000)**	**Adults (000)**	**Adults (000)**
Population	27,537	26,625	12,051	29,848
Used at All	18,628	18,045	6,688	14,159
Airline Tickets	2,431	1,284	245**	828
Copying Machines	615	479*	178**	131**
Desk Top Calculator	422*	450*	43**	93**
Temporary Office Help	235*	243*	65**	50**
Travel Agents	1,200	949	243**	455**
Trucks & Vans	472*	507*	292**	370**
Word Processing Equipment	403*	267*	60**	105**
TOTAL USES (000)	5,778	4,179	1,126	2,032

*Projection relatively unstable because of small sample

**Number of cases too small for reliability—shown for consistency only

1983 SMRB Survey, Volume P-12

1983 SMRB* STUDY

*Simmons Market Research Bureau

ADDITIONAL NATIONAL YELLOW PAGES USAGE OF SELECTED PRODUCTS AND SERVICES

Referred to Yellow Pages when Considering Purchase (000)

	Adults	Men	Women
Airline Tickets	20,527	8,068	12,459
Car Leasing	1,432	717	715
Central Air Conditioning	2,246	1,146	1,100
Fiberglass Insulation	1,575	1,179	396
Home Computers (not calculators or video games)	2,707	1,932	774
Home Furnaces	4,241	2,341	1,900
Home Video Recording Systems (not video games)	2,312	1,245	1,067
Household Appliances	13,656	6,112	7,545
Insurance, Automobile	14,051	7,204	6,846
Insurance, Home	5,426	2,634	2,791
Kitchen Cabinets & Equipment	2,933	1,440	1,494
Moving & Storage	4,477	2,016	2,461
Personal Care Appliances	3,171	1,289	1,882
Radio Communication Equip & Systems	3,348	2,319	1,029
Snowmobiles	476	276	200
Trucks & Vans	2,329	1,651	678
Water Heaters	2,990	1,610	1,380

1983 SMRB Survey, Volume P-12

1982 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 41 PRODUCT AND SERVICE CATEGORIES

	Referred to Yellow Pages (a) when Considering Purchase (000)			*Participated in Purchase Decision (b) (000)*			*Potential Coverage of Decision Makers (c)*		
PRODUCT/SERVICE	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**
Automatic Garage Door Openers	2,137	1,217	920	3,377	1,679	1,698	63%	72%	54%
Automobiles — New	7,339	4,534	2,805	9,228	5,322	3,906	80%	85%	72%
Automotive Rust Proofing	1,517	873	644	6,847	3,847	3,000	22%	23%	21%
Boats with "i/o" (Inboard/Outboard) Motors	1,044	657	387	395	119	276	264%	552%	140%
Boats with Outboard Motors	955	728	228	817	393	424	117%	185%	54%
Bicycles	3,644	1,832	1,812	7,048	3,053	3,995	52%	60%	45%
Cameras	5,289	2,926	2,364	23,677	11,170	12,507	22%	26%	19%
Car Rental	5,934	2,822	3,113	11,500	7,326	4,172	52%	39%	75%
Car Wax and Polish	850	490	360	65,209	37,013	28,196	1%	1%	1%
Carpets and Rugs	6,122	2,329	3,793	16,527	7,195	9,332	37%	32%	41%
Central Air Conditioning	2,882	1,608	1,274	2,559	1,094	1,465	113%	147%	87%
Clothes Dryer or Washer	4,933	2,075	2,858	5,079	2,206	2,873	97%	94%	99%
Electric/Gas Ranges	2,033	897	1,136	3,762	1,533	2,229	54%	59%	51%
Electric Power Tools	3,240	2,480	759	8,307	5,996	2,311	39%	41%	33%
Electric Trash Compactors	179	139	41	99	46	53	181%	302%	77%
Garbage Disposers	1,078	424	653	921	400	521	117%	106%	125%
Golf Equipment	1,274	902	372	2,686	1,615	1,071	47%	56%	35%
Grilles: Charcoal, Gas/Electric	1,000	445	556	4,819	2,359	2,460	21%	19%	23%
Heat Pump	886	572	314	749	247	502	118%	232%	63%
Home Freezers, Separate	1,606	704	903	2,307	891	1,416	70%	79%	64%
Hotels/Motels	15,691	7,568	8,123	67,724	32,922	34,802	24%	23%	23%
Insulation for Ceiling, Floors and Walls	3,074	1,889	1,185	9,257	4,612	4,645	33%	41%	26%
Jogging/Running Shoes	1,508	655	853	13,491	6,712	6,779	11%	10%	13%
Life Insurance	3,728	1,749	1,980	885	575	310	421%	304%	639%
Microwave Ovens	3,068	1,218	1,850	2,977	1,603	1,374	103%	76%	135%
Muffler Purchase/Repair	5,938	3,635	2,303	28,513	16,135	12,378	21%	23%	19%
Outboard Motors for Boats	876	662	214	1,388	588	800	63%	113%	27%
Paints or Stains (interior/exterior)	6,873	3,929	2,944	31,578	16,540	15,038	22%	24%	20%
Portable Automatic Dishwashers	656	320	336	662	363	299	99%	88%	112%
Roofing	3,340	1,783	1,558	8,535	4,047	4,488	39%	44%	35%
Sewing Machines	2,156	558	1,598	1,195	389	806	180%	143%	198%
Shoes: Men's	2,667	1,688	979	26,549	26,528	21	10%	6%	466%
Snow Blowers	805	525	280	915	794	121	88%	66%	231%
Snow Skis/Boots	1,164	588	576	2,531	1,355	1,176	46%	43%	49%
Television Purchase	4,054	1,893	2,160	34,729	16,427	18,302	12%	12%	12%
Tennis Equipment	835	444	392	4,027	1,781	2,246	21%	25%	17%
Tires	12,361	7,616	4,746	42,828	31,223	11,605	29%	24%	41%
Tractor-Type Lawn Mowers	1,491	959	533	1,524	1,176	348	98%	82%	153%
Other Power Lawn Mowers	2,104	1,261	843	5,118	3,811	1,307	41%	33%	64%
Transmission Repair Service	4,730	2,343	2,387	21,348	10,338	11,010	22%	23%	22%
Video Tape or Cassette Players/Recorders	4,219	2,336	1,883	4,581	2,160	2,421	92%	108%	78%

FOOTNOTES: (a) 1982 SMRB, Volume P-12, Pages 1-261
(b) 1982 SMRB, Appropriate volumes or IMS Crosstab -- details on request
(c) Persons who referred to Yellow Pages when considering purchase, expressed as % of persons involved in purchase decision

1982 SMRB* STUDY

*Simmons Market Research Bureau

ADDITIONAL NATIONAL YELLOW PAGES USAGE OF SELECTED PRODUCTS AND SERVICES

PRODUCT/SERVICE	*Referred to Yellow Pages when Considering Purchase (000)* Adults	Men	Women
Aircraft Purchase	749	261	488
Express Delivery	3,523	1,991	1,532
Home Personal Computers (Not Calculators or Video Games)	1,762	762	1,000
Motorcycles	3,484	2,289	1,195
Nurses (Temporary Help)	1,108	302	806
Pest Control	4,948	1,909	3,039
Radios	2,826	1,742	1,084
Real Estate Brokers/Agents	5,170	2,600	2,570
Television Repairs/Service	11,980	5,433	6,547

1982 SMRB Survey, Volume P-12, Pages 1-261

1981 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 15 PRODUCT AND SERVICE CATEGORIES

PRODUCT/SERVICE	*Referred to Yellow Pages (a) when Considering Purchase (000)* Adults	Men	Women	*Participated in Purchase Decision (b) (000)* Adults	Men	Women	*Potential Coverage of Decision Makers (c)* Adults	Men	Women
Burglar Alarm/Systems	1,709	1,051	658	2,032	1,264	768	84%	83%	86%
Car Rental	6,488	4,322	2,167	13,335	8,689	4,646	49%	50%	47%
Chain Saws	2,849	2,410	439	3,672	3,034	638	78%	79%	69%
Clothes Dryers/Washers	4,565	2,376	2,189	13,511	5,394	8,117	34%	44%	27%
Electric Blankets	679	346	333	5,394	1,392	4,003	13%	25%	8%
Electric/Gas Ranges	2,264	1,039	1,226	9,008	3,714	5,294	25%	28%	23%
Electric Shavers	1,007	703	305	8,130	4,503	3,627	12%	16%	8%
Muffler Repairs/Purchase	7,506	5,078	2,427	25,231	14,448	10,784	30%	35%	23%
New Automobile	6,706	4,382	2,325	9,349	5,914	3,435	72%	74%	68%
Recliner Chairs	1,344	781	563	5,709	2,498	3,212	24%	31%	18%
Roofing/Shingles	3,133	1,639	1,494	7,519	3,729	3,790	42%	44%	39%
Sewing Machines	1,707	505	1,202	6,398	1,756	4,643	27%	29%	76%
Shoes: Men's	—	1,663	—	—	37,589	—	—%	4%	—%
Shoes: Women's	—	—	1,958	—	—	53,837	—%	—%	4%
Tires	12,265	8,366	3,899	48,970	34,086	14,884	25%	25%	26%

FOOTNOTES:

(a) 1981 SMRB Volume P-12, Pages 1-267.
(b) 1981 SMRB, Appropriate volumes or IMS Crosstab – details on request
(c) Persons who referred to Yellow Pages when considering purchase, expressed as a % of persons involved in purchase decision.

ADDITIONAL NATIONAL YELLOW PAGES USAGE OF SELECTED PRODUCTS AND SERVICES

Referred to National Yellow Pages when Considering Purchase (000)

	Adults	Men	Women
Catering Services	2,735	1,046	1,689
Driving Schools	1,270	682*	588
Hearing Aids	1,376	640*	737
Home Decorative Lighting	2,955	1,472	1,483
Home Security Lighting	513	396**	117**
Radios	3,100	2,259	841

1981 SMRB Survey, Volume P-12, Pages 1-287.
*Projection relatively unstable because of small sample
**Number of cases too small for reliability — shown for consistency only

1981 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES BUSINESS/INDUSTRIAL USAGE

	Professional/ Managerial	Clerical/ Sales	Foreman/ Craftsman	Others
	Adults (000)	Adults (000)	Adults (000)	Adults (000)
Population	29,306	23,681	12,622	30,941
Used at All	20,491	15,376	6,198	13,959
Total Involved in the Following 26 Selected Product & Service Categories	7,239	4,716	1,844	3,172
Air Cargo Services	1,140	502*	318**	306**
Air Compressors	296*	82**	89**	69**
Bearings/Seals	336*	100**	277**	373**
Cartons/Containers & Packaging	592	277**	101**	146**
Chemicals	415*	141**	108**	322*
Copying Machines & Supplies	987	846	105**	246*
Data Processing Equipment	297*	203**	115**	166**
Dictating Machines	182**	80**	39**	31**
Electric Motors	901	187**	319**	492*
Fasteners/Adhesives	452*	119**	142**	133**
Hoists/Winches	330**	117**	138**	131**
Industrial and Commercial Real Estate Services	155**	131**	62**	85**
Industrial Distributors	527	191**	246**	135**
Industrial Pumps	323**	63**	133**	178**
Instrument Controls	333**	112**	114**	80**
Laboratory Equipment & Supplies	382**	44**	125**	104**
Lift Trucks	382**	51**	147**	123**
Lubricants/Lube Equipment	301**	32**	116**	157**
National/Regional Delivery Services	623	251*	80**	127**
Office Supplies	2,958	2,116	310*	643
Personnel Consultants/ Recruitment Agencies	763	529*	170**	367*
Public Accounting Firms	368*	180**	102**	101**
Quick Service Printing	1,675	1,246	129**	284**
Racks/Shelving/Storage Equipment	560*	174**	64**	85**
Temporary Help Service	536	358*	164**	610*
Business Forms	980	827	218**	260**
TOTAL USES (000)	16,794	8,959	3,931	5,754

* Projection relatively unstable because of small sample

**Number of cases too small for reliability — shown for consistency only

1981 SMRB Survey, Volume P-12, Pages 1-267

1980 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 15 PRODUCT AND SERVICE CATEGORIES

PRODUCT/SERVICE	*Referred to Yellow Pages (a) when Considering Purchase (000)* Adults	Men	Women	*Participated in Purchase Decision (b) (000)* Adults	Men	Women	*Potential Coverage of Decision Makers (c)* Adults	Men	Women
Airline Tickets (d)	23,611	10,304	13,307	42,828	19,909	22,919	55%	52%	58%
Auto Batteries	7,111	4,260	2,851	41,093	24,413	16,680	17%	17%	17%
Ceiling Tile	1,292	730	562	2,997	1,584	1,413	43%	46%	40%
Floor Tile	3,981	1,848	2,133	6,398	3,102	3,296	62%	60%	65%
Food Processors	1,372	514	858	2,085	986	1,099	66%	52%	78%
Home Furnaces	4,346	2,343	2,003	4,336	2,166	2,170	100%	108%	92%
Hotels/Motels	13,769	6,796	6,973	64,543	33,136	31,407	21%	21%	22%
House Paint — Exterior	3,396	2,148	1,248	12,880	9,152	3,729	26%	23%	33%
House Paint — Interior	5,877	2,884	2,993	31,953	17,514	14,439	18%	16%	21%
Household Furniture	12,349	5,303	7,047	19,314	8,806	10,507	64%	60%	67%
Mattresses	4,270	2,036	2,234	8,669	3,939	4,729	49%	52%	47%
Motor Homes/Campers	2,227	1,295	932	2,291	1,164	1,126	97%	111%	83%
New Cars	8,973	4,968	4,005	17,306	9,323	7,983	52%	53%	50%
Refrigerators	4,890	2,072	2,819	9,794	4,780	5,015	50%	43%	56%
Water Heaters	2,956	1,362	1,594	8,399	4,681	3,718	35%	29%	43%

FOOTNOTES:

(a) 1980 SMRB Survey, Volume P-12, Pages 1-255.

(b) 1980 SMRB Survey using Telmar Fastab Analysis — details on request.

(c) Persons who referred to Yellow Pages when considering purchase, expressed as a % of persons participating in purchase decision. Potential coverage exceeding 100% may indicate use of the Yellow Pages as a catalog, where prospects may shop but not reach a purchase decision in the same time period.

(d) "Past Three Years" for foreign air travel.

ADDITIONAL NATIONAL YELLOW PAGES USAGE OF SELECTED PRODUCTS AND SERVICES

Referred to Yellow Pages when Considering Purchase (000)

	Adults	Men	Women
Auto Replacement Parts for Self Installation	22,910	14,246	8,664
Car Leasing	5,257	2,676	2,581
Hardware Store	22,265	11,628	10,637
Typewriters	3,522	1,792	1,760
Vacuum Cleaners	5,333	2,040	3,293
Weight Reducing Facility	2,826	577	2,249

1980 SMRB Survey, Volume P-12, Pages 1-255

1980 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES BUSINESS/INDUSTRIAL USAGE

	Professional & Managerial	Clerical/ Sales	Foremen/ Craftsmen	Others
	Adults (000)	Adults (000)	Adults (000)	Adults (000)
Population	28,393	23,360	13,140	31,689
Used at All	18,580	14,663	6,509	14,077
Total Involved in the following 20 Selected Product & Service Categories	8,546	4,792	3,524	5,337
Office Machine	1,912	1,028	147**	618*
Office Furniture	1,634	963	143**	544*
Computer Hardware	602	202*	97**	418*
Computer Software	409*	238*	81**	64**
Equipment & Supplies	1,654	612	623*	—
Protective Work Clothing	211**	120**	144**	77**
Industrial Chemicals	480*	351**	239**	222**
Packaging Materials	586	454*	214**	320**
Building Supplies	4,261	1,864	1,839	2,286
Hand Tools	1,855	932	1,079	1,142
Construction Equipment & Supplies	1,713	720	692	555*
Paint	1,457	823	859	853
Rustproofing	363*	162**	277**	164**
Industrial Cleaning Compounds	290*	245*	283**	290**
Conveyor Systems	102**	14**	49**	45**
Machine Tools	762	270*	756*	788*
Electronic Equipment (Except Computers)	1,688	694	699*	460*
Heavy Farm Machinery & Equipment	266**	36**	153**	286**
Fertilizer, Herbicides, Insecticides	569	436*	264**	638*
O-Rings	399**	280**	215**	80**
TOTAL USES (000)	21,213	10,444	8,853	9,850

*Projection relatively unstable because of small sample

**Number of cases too small for reliability — shown for consistency only

1980 SMRB Survey, Volume P-12, Pages 1-255

1979 SMRB* STUDY

*Simmons Market Research Bureau

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 39 PRODUCT AND SERVICE CATEGORIES

	In the Past Year, These Persons (000) Referred to "Yellow Pages" When Considering a Purchase:*			*In the Past Year* These persons (000) participated in purchase decision:*			*Potential** "Yellow Pages" Coverage of Actual Buyers:*		
PRODUCT/SERVICE	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**
New Automobile	8223	4438	3785	18401	9603	8798	45%	46%	43%
Car Battery	6906	4353	2553	42095	24840	17255	16%	18%	15%
Car Muffler	8798	5050	3748	25447	14765	10682	35%	34%	35%
Car Rental	5869	3308	2561	10578 (a)	6956 (a)	3622 (a)	55%	48%	71%
Car Leasing	1874	1037	837	6805 (b)	3265 (b)	3540 (b)	28%	32%	24%
Tires	15560	9570	5990	45683	31826	13857	34%	30%	43%
Rustproofing	1942	1216	726	6602	3992	2610	29%	30%	28%
Automatic Dishwasher	2726	1603	1123	3369	1562	1807	81%	103%	62%
Elec. Trash Compactor	188	80	108	305	123	182	62%	65%	59%
Microwave Oven	2211	1149	1062	2646	1490	1156	84%	77%	92%
Garbage Disposal	1221	603	618	1647	979	668	74%	62%	93%
Home Video Recorder	1414	720	694	413	277	137	342%	260%	507%
Smoke/Fire Alarm	2859	1453	1406	6022	3217	2805	47%	45%	50%
Snowblower	2161	1219	942	2021	1339	682	107%	91%	138%
Central Air Conditioner	2282	1190	1092	2479	1190	1289	92%	100%	85%
Room Air Conditioner	2957	1473	1484	4380	2316	2064	68%	64%	72%
Color TV	11678	5858	5820	18736	9730	9006	62%	60%	65%
Stereo System	6733	4186	2547	26782	14852	11930	25%	28%	21%
Tractor-type Mower	2480	1348	1132	2229	1675	554	111%	80%	204%
Walk-behind Mower	6023	3519	2504	7443	4782	2661	81%	74%	94%
Airlines, Domestic	20330	9612	10718	31954	15168	16785	64%	63%	64%
Airlines, Foreign	2315	1207	1108	6712 (c)	3274 (c)	3438 (c)	34%	37%	32%
Travel Agent	11671	5044	6627	24214 (d)	10854 (d)	13360 (d)	48%	46%	50%
Snowmobile	1130	669	461	728	553	175	155%	121%	263%
Motorcycle	3854	2756	1098	3694 (e)	2811 (e)	879 (e)	104%	98%	125%
Golf Equipment	1522	945	577	4879	3184	1695	31%	30%	34%
Ski Equipment	3631	1948	1683	3307	1777	1530	110%	110%	110%
Eyeglasses	14559	5434	9125	59272	25752	33520	25%	21%	27%
Wristwatches	4330	2126	2204	41100	20941	20158	11%	10%	11%
Elec./Pocket Calculator	3342	2057	1285	25720	14211	11509	13%	14%	11%
Electric Power Tool	4030	2893	1137	9184	6684	2500	44%	43%	45%
CB Radio	3661	2084	1577	2952	2004	948	124%	104%	166%
Still Camera	4053	2665	1388	27744	14724	13020	15%	18%	11%
Movie Camera	1264	768	496	3464	1988	1476	36%	39%	34%
Film Processing	7001	3530	3471	88489 (f)	42053 (f)	46436 (f)	8%	8%	7%
House & Wall Paint	12091	6025	6066	36015	18634	17381	34%	32%	35%
Home Insulation	5461	2881	2580	9173	4787	4386	60%	60%	59%
Carpets & Rugs	12044	5077	6967	24920	11632	13288	48%	44%	52%
Motels & Hotels	17313	8455	8858	71658	36649	35009	24%	23%	25%

*SOURCE: Telmar Fastab Analysis using 1979 SMRB Survey (10/78 - 8/79).

FOOTNOTES:

(a) Ever rented - no time frame.
(b) Drive leased car - no time frame.
(c) Past 3 years.
(d) For Domestic Travel - past year. For Foreign Travel - past 3 years.
(e) Bought new - no time frame.
(f) Total who take or send out film for processing - no time frame.

**POTENTIAL YELLOW PAGES COVERAGE OF ACTUAL BUYERS --

Persons who referred to the Yellow Pages when considering purchase . . . expressed as a percentage of persons who actually bought. As can be seen, this percentage occasionally exceeds 100% (generally on big-ticket leisure and comfort items). This could indicate use of the Yellow Pages as a sort of "exploratory book"; . . . persons wishing, considering and perhaps shopping, but not actually buying in the same time period.

1978 TGI* STUDY

*Target Group Index

NATIONAL YELLOW PAGES POTENTIAL COVERAGE OF 34 PRODUCT AND SERVICE CATEGORIES

	In 1977, This # of Persons (000) Referred to "Yellow Pages" when Considering a Purchase:			*In 1977, This # of Persons participated in purchase decision:*			*Yellow Pages Potential* Coverage of Buyers:*		
PRODUCT/SERVICE	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**	**Adults**	**Men**	**Women**
New Car	7705	4452	3253	16919	9379	7540	46%	47%	43%
Tires For Car	12438	8383	4055	55481	38103	17378	22%	22%	23%
Muffler For Car	6912	4511	2400	34684a	26776a	7908a	20%	17%	30%
Car Leasing	1454	963	491	3518b	2184b	1334b	41%	44%	37%
Car Rental	4172	2566	1606	18132c	10821c	7310c	23%	24%	22%
Truck/Trailer Rental	3665	2220	1446	5939	4033	1907	62%	55%	76%
Car Insurance	17704	9955	7749	20822	11441	9381	85%	87%	83%
Life Insurance	5973	2941	3032	10755	5374	5381	56%	55%	56%
Dishwasher	3874	1823	2050	4318	2118	2200	90%	86%	93%
Clothes Washer/Dryer	7493	3344	4149	14436	6796	7641	52%	49%	54%
Central Air Conditioner	3325	1697	1628	1237	605	631	269%	280%	258%
Room Air Conditioner	3777	2015	1762	2972	1496	1476	127%	135%	119%
Refrigerator	9121	4271	4850	8260	3897	4363	110%	110%	111%
Freezer	2893	1445	1448	3146	1457	1690	92%	99%	86%
Range	5410	2558	2853	9877	4643	5233	55%	55%	55%
Power Mower	6108	3468	2640	9400	4941	4459	65%	70%	59%
Color TV	11270	5511	5759	19841	9902	9940	57%	56%	58%
B/W TV	4566	2247	2319	13543	6666	6877	34%	34%	34%
CB Radio	5534	3456	2078	6089	4453	1636	91%	78%	127%
Photographic Equipment	4354	2436	1918	45519	21656	23864	10%	11%	8%
Portable Radio	5151	2848	2303	6750	3195	3555	76%	89%	65%
Stereo Equipment	8264	5062	3203	10146	5958	4188	81%	85%	76%
Electric Power Tools	5032	3687	1345	11013	6743	4270	46%	55%	31%
Bicycles	7580	3502	4078	10418	4782	5636	73%	73%	72%
Boats	2852	2019	833	2380	1313	1066	120%	154%	78%
Golf Equipment	2508	1734	774	2174	1540	635	115%	113%	122%
Motorcycles	3513	2462	1051	3371d	2636d	735d	104%	93%	143%
Ski Equipment	2483	1325	1158	1777	1033	744	140%	128%	156%
Tennis Equipment	3180	1586	1594	6210	3007	3204	51%	53%	50%
Building Supplies	26873	15989	10884	38749	21465	17284	69%	74%	63%
Fast Food Restaurants	21741	8748	12993	119905e	57164e	62741e	18%	15%	21%
Other Restaurants	35288	14629	20660	94129e	45673e	48456e	37%	32%	43%
Floor Covering	8998	3660	5339	20870	8240	12630	43%	44%	42%
Moving Company	4506	1887	2619	12012f	5519f	6493f	38%	34%	40%

SOURCE: Target Group Index, 1978

FOOTNOTES:

(a) Past Three Years
(b) "Drive Leased Car" - No Time Frame
(c) Past Six Months
(d) Bought New - No Time Frame
(e) All Users - No Time Frame
(f) Past Five Years

*POTENTIAL YELLOW PAGES COVERAGE OF BUYERS --
Persons who referred to the Yellow Pages when considering purchase . . . expressed as a percentage of persons who actually bought. As can be seen, this percentage occasionally exceeds 100% (generally on big-ticket leisure and comfort items). This could indicate use of the Yellow Pages as a sort of "exploratory book"; . . . persons wishing, considering and perhaps shopping, but not actually buying in the same time period (1977).

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